Communication Toolkit: Preteens & Teens



Updated 6/9/17

Parents can do a number of things to ensure a healthy future for their child. One of the most important actions parents can take is to make sure their children are up to date on their vaccines.

Preteens and teens need four vaccines to protect against serious diseases:

- Meningococcal conjugate vaccine to protect against meningitis and blood infections (septicemia).
- HPV (human papilloma virus) vaccine to protect against cancers caused by HPV.
- Tdap vaccine to protect against tetanus, diphtheria, and whooping cough (pertussis).
- A yearly flu vaccine to protect against seasonal flu.

Teens and young adults may also be vaccinated with a serogroup B meningococcal vaccine. Parents can send their preteens and teens to middle school and high school – and also off to college – protected from vaccine-preventable diseases by following the recommended immunization schedule.

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Sample Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

Vaccines are important for protecting children from diseases and ensuring a healthy future.

- Vaccination is one of the best ways parents can protect infants, children, and teens from 16 potentially harmful diseases. Vaccine-preventable diseases can be very serious, may require hospitalization, or can even be deadly — especially in infants and young children.
- Preteens and teens need four vaccines to protect against serious diseases:
 - 1. Meningococcal conjugate vaccine to protect against meningitis and blood infections (septicemia).
 - 2. HPV (human papilloma virus) vaccine to protect against cancers caused by HPV.
 - 3. Tdap vaccine to protect against tetanus, diphtheria, and whooping cough (pertussis).
 - 4. A yearly flu vaccine to protect against seasonal flu

Teens and young adults may also be vaccinated with a serogroup B meningococcal vaccine.

Vaccine-preventable diseases still exist and outbreaks do occur.

- Schools are a prime venue for spreading many vaccine-preventable diseases, and school-age children can further spread disease to their families and others with whom they come in contact. Being vaccinated helps stop the spread of disease to family, classmates, and others in the community.
- When a child comes down with a disease such as whooping cough or the flu, they may miss several days of school while recovering. A sick child may also mean that a parent has to miss work or other important events.
- Vaccines are the safest and most effective way to prevent several diseases.
- Vaccines do more than protect your child. Some diseases, like whooping cough and the flu, can be deadly for newborns or babies who are too young to be vaccinated themselves. You can help protect our littlest

community members from being exposed to vaccine-preventable diseases by making sure your child gets all the recommended vaccines.

Vaccines are recommended throughout our lives to protect against serious diseases. Following the recommended schedule offers safe and effective protection.

- The need for vaccination does not end in childhood. Vaccines are recommended throughout our lives based on age, lifestyle, occupation, travel locations, medical conditions, and previous vaccination history.
- Vaccines are recommended for preteens and teens because:
 - Some of the childhood vaccines wear off over time, so preteens and teens need shots to help stay protected from serious diseases like tetanus, diphtheria, and pertussis (whooping cough).
 - As children get older, they are more likely to get certain diseases like meningococcal disease and infections that can lead to HPV cancers. Preteens can be protected long before their risk of infection increases by getting recommended vaccines.
 - Children and teens need an annual flu vaccine because protection from vaccination decreases over time; flu vaccines are made each year to keep up with changing flu viruses.
- Vaccines offer the best-known protection against many devastating illnesses. Following the recommended immunization schedule is the best way to ensure your preteens and teens are protected from deadly diseases.
- The vaccine schedule is based on the latest scientific information available and provides doctors with information on administration of each vaccine.

Talk to your health care professional to make sure your children get the vaccinations they need when they need them.

- As you get ready to send your preteens and teens back to school, educate yourself. Learn about the benefits and possible side effects of vaccinations.
- If you haven't already, check your child's immunization record and schedule a visit to their doctor or clinic. Doing so now will avoid a potential last minute rush and will help ensure there are no surprises on the first day back to school.
- Most schools require children to be up to date on vaccinations before starting school in order to protect the health of all students.
- If you are unsure of your state's school immunization requirements, check with your child's doctor, school, or local health department.

- Take advantage of any visit to the doctor check-ups, sick visits, even physicals for sports, camps or college to ask the doctor about what vaccinations your child needs.
- Vaccines are thoroughly tested before licensing and carefully monitored even after they are licensed to ensure that they are safe. The benefits of vaccination far outweigh any potential risk of side effects.
- Vaccines are the safest and most effective way to prevent several diseases. (More about vaccine safety on page 10.)

Vaccine Information

Use specific vaccine information to update existing materials or develop new materials to educate people about vaccines and their importance. Check the childhood immunization schedule for all recommended vaccines for preteens and teens: www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

HPV Tdap

Meningococcal Influenza (Flu)

Vaccine Safety

HPV vaccine is cancer prevention.

- HPV, or human papilloma virus, is a common virus that affects both men and women.
 - About 79 million people in the U.S., most in their teens and early 20s, are infected with HPV.
 - About 14 million people become infected every year.
- Although most infections go away on their own, some infections that don't go away can cause cancers in men and women.
- Every year in the United States, HPV causes 31,000 cancers in men and women.
- CDC, the American Academy of Pediatrics and the American Academy of Family Physicians strongly recommend HPV vaccination at ages 11 to 12 for the best protection against HPV cancers.
 - HPV vaccination protects against the HPV types that cause most cases of cervical cancers and many cases of other cancers, including cancers of the anus, penis, vulva, vagina, and oropharynx (back of the throat, including the base of the tongue and tonsils).
 - Preteens need the HPV vaccine now to prevent HPV cancers later in life.
- For teens who have not started the series at 11 or 12 years, it's not too late. It is still beneficial to get the vaccine as soon as possible during the teen years.
- The HPV vaccine has a very good safety record. Like any vaccine or medicine, HPV vaccination can cause side effects.
 - Common side effects are pain, redness, or swelling in the arm where the shot was given, as well as dizziness, fainting, nausea and headache
 - The benefits of HPV vaccination far outweigh any potential risk of side effects.

• Take advantage of any visit to the doctor – checkups, sick visits, even physicals for sports, camps, or college – to ask the doctor about what vaccines your preteens and teens need.

For more information about HPV vaccine, visit: http://www.cdc.gov/hpv/parents/vaccine.html

Help protect your child from whooping cough.

- CDC recommends children receive Tdap at 11 or 12 years old to help protect against three serious diseases: tetanus, diphtheria, and whooping cough.
- Tdap is especially important for older children and adults who will have close contact with babies younger than 1 year old.
- Tetanus, diphtheria, and whooping cough are all caused by bacteria.
 - Both diphtheria and whooping cough are spread from person to person.
 - Tetanus usually enters the body through cuts, scratches, or wounds.
- In the United States, tetanus and diphtheria are uncommon, but whooping cough is common. Whooping cough has also been on the rise in recent years. More than 15,000 cases of whooping cough were provisionally reported to CDC during 2016.
- For more information about Tdap vaccine, visit: www.cdc.gov/vaccines/who/teens/vaccines/tdap.html.

Protect against meningococcal disease.

- Meningococcal disease is uncommon, but sometimes deadly. It can cause very serious infections of the lining of the brain and spinal cord (meningitis) or blood (septicemia).
- There are two types of vaccines used to help protect preteens and teens from meningococcal disease:
 - CDC recommends all 11 to 12 year olds be vaccinated with a meningococcal conjugate vaccine (MenACWY), with a booster dose at age 16 so they continue to have protection during the ages when they are at highest risk of meningococcal disease.
 - Teens and young adults (16 through 23 year olds) may also receive the serogroup B meningococcal (MenB) vaccine, preferably at 16 through 18 years old.
- If your teen missed getting either MenACWY vaccine or if you are interested in having your child vaccinated with a MenB vaccine, talk to his or her health care professional about getting them now.
- For more information about meningococcal vaccines, visit: http://www.cdc.gov/vaccines/who/teens/vaccines/mening.html.

Protect against influenza (flu).

- The single best way to prevent the flu is to get an annual flu vaccine, which protects against the influenza viruses that experts predict are most likely to cause illness that season.
- Children who get a flu vaccine are less likely to die from influenza:
 - Getting a flu vaccine reduced the risk of flu-related deaths by nearly two thirds in otherwise healthy children.
 - Getting a flu vaccine reduced the risk of flu-related deaths by half among children with high-risk medical conditions, such as asthma or weakened immune systems.
- Everyone 6 months and older including preteens and teens should get a flu vaccine every year, both to protect themselves and to help keep from spreading illness.
- It takes about two weeks after vaccination for antibodies to develop in the body for protection against influenza.
- It's best to get vaccinated before the flu season begins. Though flu
 seasons vary in their timing from season to season, getting vaccinated by
 the end of October helps ensure that you are protected before flu activity
 begins to increase. Some young children need two doses of flu vaccine,
 given at least four weeks apart. These children should get their first dose

- as soon as possible to allow enough time to get the second dose before flu season starts.
- Flu vaccines prevent flu illness, hospitalizations, and other health problems that can be caused by flu, like pneumonia, bronchitis, ear infections, sinus infections, and worsening of chronic medical conditions, such as asthma, diabetes, or disorders of the brain or nervous system.
- Flu can be a serious disease for children of all ages, causing them to miss school, activities, or even be hospitalized.
- Since 2004-2005, flu-related deaths in children reported to CDC during regular flu seasons have ranged from 37 deaths (during 2011-2012) to 171 deaths (during 2012-2013). During the 2009 H1N1 flu pandemic, (April 15, 2009, to October 2, 2010), 358 pediatric deaths were reported to CDC.
- Past data indicate that among children 6 months and older, 80 to 85 percent of flu-related pediatric deaths occurred in children who had not received a flu vaccine.
- Even healthy preteens and teens can get very sick from the flu and spread
 it to others. While all preteens and teens should get a flu vaccine, flu
 vaccination is especially important for children who are at high risk of
 serious flu complications, such as young children or children with chronic
 medical conditions (e.g., asthma, diabetes, and heart disease). For the
 complete list of high risk factors, visit:
 http://www.cdc.gov/flu/about/disease/high_risk.htm.
- Higher vaccination rates of healthy kids can also protect high risk kids by decreasing the amount of flu circulating in the community.
- Flu seasons are unpredictable and can be severe. Children should get a
 flu vaccine by the end of October if possible. Significant flu activity can
 begin as early as October and last into May.
- Seasonal flu activity usually peaks in February.
- Flu vaccines will not protect against illnesses caused by non-influenza viruses (which may have similar symptoms to flu).
- For more information about the flu vaccine, visit: www.cdc.gov/vaccines/who/teens/vaccines/flu.html

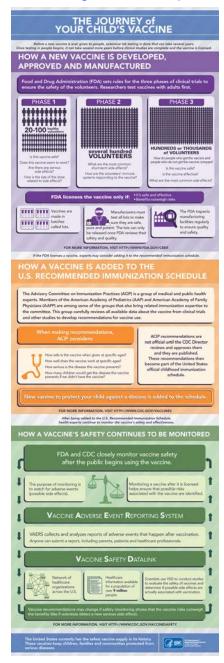
Vaccines are the safest and most effective way to protect preteens and teens from several diseases.

All vaccines used in the U.S. require extensive safety testing before they
are licensed by the U.S. Food and Drug Administration (FDA).

- FDA and CDC work with doctors and other health care professionals throughout the U.S. to monitor the safety of vaccines.
- Several systems are used to monitor the safety of vaccines after they are licensed and being used in the U.S.
- These systems can monitor side effects already known to be caused by vaccines, as well as detect rare side effects that were not identified during a vaccine's clinical trials.
- One of the systems used to monitor the safety of vaccines after they are licensed and used in the U.S. is called the Vaccine Adverse Event Reporting System (VAERS).
 - VAERS accepts reports of adverse events (any possible side effects) that occur after vaccination. These reports come from health professionals, vaccine manufacturers, and the general public (vaccine recipients or their parents/ guardians).

To see CDC's Vaccine Safety Infographic, visit:

www.cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html



Frequently Asked Questions

Frequently asked questions can be a helpful tool for developing web content, fact sheets, newsletters, and other educational materials to answer your constituents' questions about vaccines.

HPV Vaccine

Why is HPV vaccine needed?

HPV vaccine prevents cancer. About 79 million Americans are infected with human papillomavirus, or HPV. Although most HPV infections will go away on their own, some HPV infections can lead to various types of cancer. HPV vaccine is safe, effective, and can protect people from infection with the types of HPV that can cause certain cancers.

How many types of HPV are there?

More than 40 HPV types can infect the genital areas of males and females. These HPV types can also infect the mouth and throat. Most people who become infected with HPV do not know they have it.

How common are HPV infections?

HPV infections are so common that nearly all men and women will get at least one type of HPV at some point in their lives. Most people never know that they have been infected and may give HPV to a sex partner without knowing it. About 79 million Americans are currently infected with some type of HPV. About 14 million people in the United States become newly infected each year.

What kinds of problems does HPV infection cause?

Most people with HPV never develop symptoms or health problems. Most HPV infections (9 out of 10) go away by themselves within two years. But, sometimes, HPV infections will last longer, and can cause certain cancers and other diseases. HPV infections can cause:

- Cancers of the cervix, vagina, and vulva in women.
- Cancers of the penis in men.
- Cancers of the anus and back of the throat, including the base of the tongue and tonsils (oropharynx), in both women and men. Every year in the United States, HPV causes 30,700 cancers in men and women.

HPV can also cause genital warts in men and women.

How many people get cancer from HPV?

Every year nearly 31,000 men and women are affected by cancers caused by HPV infections.

How many people get genital warts from HPV?

Before HPV vaccines were introduced, roughly 340,000 to 360,000 women and men were affected by genital warts caused by HPV every year.* Also, about one in 100 sexually active adults in the U.S. have genital warts at any given time.

*As these figures only look at the number of people who sought care for genital warts, this could be an underestimate of the actual number of people who get genital warts.

How do people get HPV?

People get HPV from another person during sexual activity. Most of the time people get HPV from having vaginal and/or anal sex. Men and women can also get HPV from having oral and other sex play. A person can get HPV even if their partner (straight or same-sex) doesn't have any signs or symptoms of HPV infection. A person can have HPV even if years have passed since he or she had sexual contact with an infected person. Most people do not realize they are infected. They also don't know that they may be passing HPV to their sex partner(s). It is also possible for someone to get more than one type of HPV.

It's not very common, but sometimes a pregnant woman with HPV can pass it to her baby during delivery. In these cases, the child can develop recurrent respiratory papillomatosis (RRP), a rare condition where warts caused by HPV (similar to genital warts) grow in the throat.

Who should get the HPV vaccine?

All girls and boys who are 11 or 12 years old should get the recommended series of HPV vaccine. The vaccination series can be started at age 9 years. Teen boys and girls who did not get vaccinated when they were younger should get it now. HPV vaccine is recommended for young women through age 26, and young men through age 21. HPV vaccine is also recommended for the following people, if they did not get vaccinated when they were younger:

- Young men who have sex with men, including young men who identify as gay or bisexual or who intend to have sex with men through age 26.
- Young adults who are transgender through age 26.
- Young adults with certain immunocompromising conditions (including HIV) through age 26.

Why is the vaccine recommended at age 11 or 12?

For HPV vaccine to be most effective, the series should be given prior to exposure to HPV. There is no reason to wait to vaccinate until teens reach

puberty or start having sex. Preteens should receive all recommended doses of the HPV vaccine series long before they begin any type of sexual activity.

Is the vaccine still effective if you have had sexual intercourse?

Even if someone has already had sex, they should still get HPV vaccine. Although HPV infection can occur soon after someone starts having sex, a person might not be exposed to any or all of the HPV types that are in the vaccine. Males and females in the age groups recommended for vaccination are likely to get some protection from the vaccine.

Why are two doses recommended for 9–14 year olds, while older adolescents need three doses?

Since 2006, HPV vaccines have been recommended in a three-dose series given over six months. In 2016, CDC changed the recommendation to two doses for persons starting the series before their 15th birthday. The second dose of HPV vaccine should be given six to 12 months after the first dose. Adolescents who receive their two doses less than five months apart will require a third dose of HPV vaccine.

Teens and young adults who start the series at ages 15 through 26 years still need three doses of HPV vaccine Also, three doses are still recommended for people with certain immunocompromising conditions ages 9 through 26 years.

CDC makes recommendations based on the best available scientific evidence. Studies have shown that two doses of HPV vaccine given at least six months apart to adolescents at age 9 through 14 years worked as well or better than three doses given to older adolescents and young adults. Studies have not been done to show this for adolescents starting the series at age 15 years or older.

How well does HPV vaccine work?

HPV vaccination works extremely well. Clinical trials showed the vaccines provided close to 100% protection against precancers and, for Gardasil® and Gardasil 9®, genital warts. Since vaccination was first recommended in 2006, there has been a 64% reduction in vaccine type HPV infections among teen girls in the U.S., even with low HPV vaccination rates. Studies have shown that fewer teens are getting genital warts.

In other countries, such as Australia, where HPV vaccination coverage is higher than in the United States, large decreases have been observed in these HPV-associated outcomes. HPV vaccines offer long-lasting protection against HPV infection and HPV disease. There has been no evidence to suggest that HPV

vaccine loses any ability to provide protection over time. Data are available for about 10 years of follow-up after vaccination.

How long will the HPV vaccine provide protection?

HPV vaccine offers long-lasting protection against HPV infection and cancers and other diseases caused by HPV infections. Protection produced by HPV vaccine remains high for at least eight to 10 years according to data from clinical trials and ongoing research. Evidence suggests that the protection provided by the HPV vaccine will continue beyond 10 years.

Will the vaccine require a booster?

In the U.S., the HPV vaccine series requires two shots for teens under 15 years old – one shot followed by the second shot six to 12 months later. Booster doses are not recommended. Like all vaccines, HPV vaccine is monitored continually to make sure it remains safe and effective. If protection from HPV vaccine doesn't last as long as it should, then CDC and the Advisory Committee on Immunization Practices would review the data and determine if a booster shot should be recommended.

Does someone have to restart the HPV vaccine series if too much time passes between the shots?

CDC recommends that all 11 or 12 year olds should get two shots of HPV vaccine six to 12 months apart. Adolescents who receive their two shots less than five months apart will require a third dose of HPV vaccine.

If your teen hasn't gotten the vaccine yet, talk to their doctor or nurse about getting it for them as soon as possible. If your child is older than 14 years, three shots will need to be given over six months. Also, three doses are still recommended for people with certain immunocompromising conditions ages 9 through 26 years. If someone waits longer than that between shots, they do not need to restart the series. Even if has been months or years since the last shot, the series should still be completed.

Does HPV vaccination offer similar protection from cervical cancer in all racial/ethnic groups?

Yes. Several different HPV types cause cervical cancer. HPV vaccines are designed to prevent the HPV types that cause most cervical cancers, so HPV vaccination will provide high protection for all racial/ethnic groups.

All three licensed HPV vaccines protect against types 16 and 18, which cause the majority of cervical cancers across racial/ethnic groups (67% of the cervical cancers among whites, 68% among blacks, and 64% among Hispanics). The 9-

valent HPV vaccine protects against seven HPV types that cause about 80% of cervical cancer among all racial/ethnic groups in the United States.

Teens and young adults who haven't completed the HPV vaccine series should make an appointment today to get vaccinated. To protect against cervical cancer, women age 21 through 65 years should get screened for cervical cancer at regular intervals and get follow-up care as recommended by their doctor or nurse.

How do we know that the HPV vaccine is safe?

The United States currently has the safest, most effective vaccine supply in history. Years of testing are required by law to ensure the safety of vaccines before they are made available for use in the United States. This process can take 10 years or longer. Once a vaccine is in use, CDC and the Food and Drug Administration (FDA) monitor any associated side effects or possible side effects (adverse events) through the Vaccine Adverse Event Reporting System and other vaccine safety systems.

HPV vaccines went through years of extensive safety testing before they were licensed by FDA. Gardasil 9, the only HPV vaccine currently marketed in the U.S., was studied in more than 15,000 females and males prior to being licensed. No serious safety concerns were identified in these clinical trials. FDA only licenses a vaccine if it is safe, effective, and the benefits outweigh the risks. CDC and FDA continue to monitor HPV vaccines to make sure they are safe and beneficial for the public.

What are some possible side effects of HPV vaccination?

Vaccines, like any medicine, can have side effects. Many people who get HPV vaccine have no side effects at all. Some people report having very mild side effects, like a sore arm from the shot. The most common side effects are usually mild. Common side effects of HPV vaccine include:

- Pain, redness, or swelling in the arm where the shot was given.
- Fever.
- Headache or feeling tired.
- Nausea.
- Muscle or joint pain.

Brief fainting spells and related symptoms (such as jerking movements) can happen after any medical procedure, including vaccination. Sitting or lying down for about 15 minutes after a vaccination can help prevent fainting and injuries caused by falls.

On very rare occasions, severe (anaphylactic) allergic reactions may occur after vaccination. People with severe allergies to any component of a vaccine should not receive that vaccine.

Will the vaccine cause cancer?

HPV vaccine cannot cause HPV infection or cancer. HPV vaccine is made from one protein from the virus that cannot cause HPV infection or cancer. Not receiving HPV vaccine at the recommended ages can leave one vulnerable to cancers caused by HPV.

Will the vaccine cause fertility issues?

No. There are no data that suggest getting HPV vaccine will have an effect on future fertility. In fact, getting vaccinated and protecting against cervical cancer can help women have healthy pregnancies and healthy babies. *Not* getting the HPV vaccine leaves people vulnerable to HPV infection; for women, this could lead to cervical cancer. The treatment of cervical cancer (hysterectomy, chemotherapy, and/or radiation, for example) could leave a woman unable to have children. Even the treatment of cervical precancers caused by HPV can cause preterm labor or problems at the time of delivery.

Why is this vaccine not mandatory for school entry?

Each state determines which vaccines will be required for school entry. Many factors are taken into consideration before requiring any vaccine for school entry, including: community support for the requirement, financial resources needed to implement the requirement, burden on school personnel for enforcing the requirement, vaccine supply, and current vaccination coverage levels. HPV vaccine was first recommended for girls only, and many states did not want to implement a requirement that only applied to half the student population. Health care providers do not need to wait to recommend and/or administer the HPV vaccine until there is a school requirement. Almost every state has a Tdap requirement for middle school entry. Providers should use this opportunity to administer HPV and quadrivalent meningococal conjugate vaccines.

How can someone get help paying for HPV vaccine?

The Vaccines for Children (VFC) program helps families of eligible children who might not otherwise have access to vaccines. The program provides vaccines at no cost to children ages 18 years and younger who are uninsured, Medicaideligible, or American Indian/Alaska Native. To learn more, see VFC program.

Tdap Vaccine

What is whooping cough (pertussis)? Why do preteens and teens need to be protected from it?

Pertussis – also known as whooping cough – is an easily spread respiratory disease known for uncontrollable violent coughing that often makes it hard to breathe. Whooping cough can make teens ill with a serious cough that can last for weeks and be quite debilitating. While they are sick, people can easily spread the disease. In the United States, most vaccine-preventable diseases are rare, but this is not true with whooping cough. It still causes outbreaks.

Protection against whooping cough from the vaccine fades over time.

So at 11 or 12 years old, children need one dose of Tdap, even if they received all necessary whooping cough vaccines in early childhood. This dose provides a boost in immunity for whooping cough. CDC also recommends teens who have never received a dose of whooping cough receive Tdap.

How many cases of whooping cough were reported last year? In 2016, more than 15,000 cases were provisionally reported in the United States.

Why are we seeing more whooping cough over the last 20 or so years? There are several reasons that help explain why we're seeing more reported cases of whooping cough lately. Studies have shown that the whooping cough vaccines we use now, while safer, do not protect for as long as the old type of whooping cough vaccines. This is known as waning immunity. We are also more

aware of whooping cough, have better tests to diagnose it, and have better systems for reporting.

CDC's current estimate is that Tdap fully protects seven out of 10 preteens and teens who receive it against whooping cough, but that protection fades over time. Tdap fully protects about three or four out of 10 teens are from whooping cough four years after getting Tdap.

Adolescents who get Tdap and still get whooping cough have fewer coughing fits, are coughing for fewer days, and are less likely to suffer from disease complications.

Meningococcal Vaccines

Why does my preteen or teen need to be vaccinated against meningococcal disease?

Meningococcal disease can be devastating and often—and unexpectedly—strikes otherwise healthy people. Although meningococcal disease is uncommon, teens and young adults 16 through 23 years old are at increased risk for getting sick. Meningococcal bacteria can cause severe disease, including infections of the lining of the brain and spinal cord (meningitis) and blood (septicemia). Meningococcal disease can result in permanent disabilities, like hearing loss, learning disabilities, loss of limbs, and sometimes even death.

Is there one meningococcal vaccine that can help protect my child from all common types of meningococcal disease?

No. There are vaccines to protect against the three most common serogroups (B, C, and Y) of meningococcal disease in the United States. Some meningococcal vaccines for preteens and teens are designed to protect against four serogroups (A, C, W, and Y), while others help protect against one serogroup (B). There is not a meningococcal vaccine that offers protection against all common serogroups in one shot.

CDC recommends all 11 to 12 year olds **should** receive a single dose of a meningococcal conjugate vaccine (protects against serogroups A, C, W, and Y). Since protection decreases over time, a booster dose is recommended at age 16 so teens continue to have protection during the ages when they are at highest risk of meningococcal disease. Teens and young adults (16 through 23 year olds) **may** also receive a serogroup B meningococcal vaccine, preferably at 16 through 18 years old. Serogroup B meningococcal vaccines require more than one dose for maximum protection.

Talk with your teen's clinician about meningococcal vaccination to help protect your child's health.

Can my child receive a meningococcal conjugate vaccine and a serogroup B meningococcal vaccine at the same time?

Yes. Your child can receive meningococcal conjugate and serogroup B meningococcal vaccines during the same visit, but preferably in different arms. CDC does not recommend serogroup B meningococcal vaccine until age 16 years, so it's possible your child will get this vaccine and the booster dose of a meningococcal conjugate vaccine at the same visit.

Flu Vaccine

Why is the flu vaccine needed?

Influenza is a serious disease that can lead to hospitalization and sometimes even death. Even healthy people can get very sick from the flu. An annual seasonal flu vaccine (either the flu shot or the nasal spray flu vaccine) is the best way to reduce your risk of getting seasonal flu and spreading it to others. When more people get vaccinated against the flu, less flu can spread through the community. Children should get a flu vaccine by the end of October if possible.

Do preteens and teens need a flu shot?

CDC recommends that everyone 6 months of age and older get a flu vaccine every year soon after the vaccine is available in their community, ideally by October. However, as long as flu viruses are circulating, vaccination should continue throughout the flu season, even in January or later.

It is especially important for young children and children of all ages with certain chronic conditions (like asthma or diabetes, for example) to get vaccinated to decrease their chances of having serious illness and complications from the flu.

Why do I need a flu vaccine every year?

A flu vaccine is needed every season for two reasons. First, the body's immune response from vaccination declines over time, so an annual vaccine is needed for optimal protection. Second, because flu viruses are constantly changing, the formulation of the flu vaccine is reviewed each year and sometimes updated to keep up with changing flu viruses. For the best protection, everyone 6 months and older should get vaccinated annually.

How does flu spread?

Most experts believe that flu viruses spread mainly by droplets made when people with flu cough, sneeze, or talk. These droplets can land in the mouths or noses of people who are nearby. Less often, a person might also get flu by touching a surface or object that has flu virus on it and then touching their own mouth, eyes, or possibly their nose.

Does the flu have complications?

Yes. Complications of flu can include bacterial pneumonia, ear infections, sinus infections, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes.

Is the "stomach flu" really the flu?

Many people use the term "stomach flu" to describe illnesses with nausea, vomiting or diarrhea. These symptoms can be caused by many different viruses, bacteria or even parasites.

While vomiting, diarrhea, and being nauseous or "sick to your stomach" can sometimes be related to the flu — more commonly in children than adults — these problems are rarely the main symptoms of influenza. The flu is a respiratory disease and not a stomach or intestinal disease.

Sample News Release

Customize sample news releases with information, stories or events happening in your community. Submit news releases, articles or op-eds to local news and partner organizations to publish, post on websites, or share through social media. Distribute or make available electronically to key partners and decision-makers.

Word Count: ~279

Send Your Child Back to School Protected from Serious Diseases

National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.

Back-to-school season is here. It's time for parents to gather school supplies and back packs. It's also the perfect time to make sure your children are up to date on their vaccines.

To celebrate the importance of immunizations for people of all ages – and make sure preteens and teens are protected with all the vaccines they need – the [name of local organization] is joining with partners nationwide in recognizing August as National Immunization Awareness Month.

[Insert information on any events local organization is hosting or is aware of.]

"Getting children all of the vaccines recommended by CDC's immunization schedule is one of the most important things parents can do to ensure a healthy future for their child," said [insert name of local official]" If you haven't done so already, now is the time to check with your doctor to find out what vaccines your child needs."

Preteen and teen vaccines protect against serious and potentially life-threatening diseases, including cancers caused by HPV, meningitis, and septicemia.

When children are not vaccinated, they are at increased risk for diseases and can also spread diseases to others in their classrooms and community – including babies who are too young to be fully vaccinated, and people with weakened immune systems due to cancer or other health conditions.

Preteens and teens need Tdap (tetanus, diphtheria, and pertussis or whooping cough) vaccine, meningococcal conjugate vaccine, and HPV (human papillomavirus) vaccine when they are 11 to 12 years old. A booster dose of meningococcal conjugate vaccine is recommended when teens are 16 years old.

Teens and young adults (16 through 23 year olds) may also be vaccinated with a serogroup B meningococcal vaccine, preferably at 16 through 18 years old. In addition, yearly flu vaccines are recommended for everyone 6 months or older—not just preteens and teens, but for their parents too.

Parents can find out more about the recommended immunization schedule at www.cdc.gov/vaccines/teens or [insert local organization websites] or call [insert local organization phone number].

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Ready-to-Publish Article

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up for publication by localizing the story – feature a quote from a state or local spokesperson (e.g., state health officer or immunization program manager), and use local or state statistics to reinforce your messages.

Word Count: ~ 418
Audience: Media/Parents

Do You Have a Preteen or Teen? Protect Their Future With Vaccines.

National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.

Taking them to their sports physical, making sure they eat healthy and get plenty of sleep...you know these are crucial to your child's health. But did you also you know your preteens and teens need vaccines to stay healthy and protected against serious diseases?

As they get older, preteens and teens are at increased risk for some infections. Plus the protection provided by some of the childhood vaccines begins to wear off, so preteens need an additional dose (booster) to "boost" immunity. You may have heard about whooping cough (pertussis) outbreaks recently. Vaccine-preventable diseases are still around and very real. The vaccines for preteens and teens can help protect your kids, as well as their friends, community, and other family members.

There are four vaccines recommended for all preteens at ages 11 to 12:

- Meningococcal conjugate vaccine, which protects against four types of
 the bacteria that cause meningococcal disease. Meningococcal disease is
 an uncommon but serious disease that can cause infections of the lining
 of the brain and spinal cord (meningitis) and blood (septicemia). Since
 protection decreases over time, a booster dose is recommended at age 16
 so teens continue to have protection during the ages when they are at
 highest risk for getting meningococcal disease.
- **HPV vaccine**, which protects against the types of HPV that most commonly cause cancer. HPV can cause future cancers of the cervix, vulva and vagina in women and cancers of the penis in men. In both women and men, HPV also causes cancers in the back of the throat (including base of the tongue and tonsils), anal cancer and genital warts.

- Tdap vaccine, which protects against tetanus, diphtheria, and whooping cough. Tetanus and diphtheria are uncommon now because of vaccines, but they can be very serious. Whooping cough is common and on the rise in the United States. It can keep kids out of school and activities for weeks, but it is most dangerous and sometimes even deadly for babies who can catch it from family members, including older siblings.
- Influenza (flu) vaccine, because even healthy kids can get the flu, and it can be serious. All kids, including your preteens and teens, should get the flu vaccine every year. Parents should also get vaccinated to protect themselves and to help protect their children from the flu.

Teens and young adults (16 through 23 year olds) **may** also receive a serogroup B meningococcal vaccine, preferably at 16 through 18 years old.

You can use any health care visit, including sports or camp physicals, checkups or some sick visits, to get the shots your kids need. Talk with your child's health care professional to find out which vaccines your preteens and teens need. Vaccines are a crucial step in keeping your kids healthy.

Want to learn more about the vaccines for preteens and teens? Check out www.cdc.gov/vaccines/teens or call 1-800-CDC-INFO.

Ready-to-Publish Article

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up for publication by localizing the story – feature a quote from a state or local spokesperson (e.g., state health officer or immunization program manager), and use local or state statistics to reinforce your messages.

Word Count: ~ 346

Audience: Media/Parents

Protect Your Preteens Today From HPV Cancers Tomorrow

National Immunization Awareness Month is a reminder that we all need vaccines throughout our lives.

HPV vaccination is recommended for preteen girls and boys at age 11 to 12. If your son or daughter hasn't started or finished the HPV vaccine series yet, it's not too late! Now is a good time to ask their doctor or nurse about vaccines for your preteens and teens.

HPV is short for human papillomavirus. In the U.S. each year, there are nearly 31,000 women and men affected by HPV cancers. In both women and men, HPV can cause anal cancer and mouth/throat (oropharyngeal) cancer. It can also cause cancers of the cervix, vulva and vagina in women, and cancer of the penis in men. Most of the HPV infections that cause these cancers could be prevented with vaccination.

The HPV vaccine has a very good safety record. Nearly 90 million doses have been distributed in the US since the vaccine was introduced, and no serious safety concerns have been linked to HPV vaccination. Possible side effects after HPV vaccination are generally mild and go away quickly, such as pain, redness, or swelling in the arm where the shot was given.

Jacquelyn, a real-life mother of two and cervical cancer survivor, shares her story:

When I got a Pap test after my son was born, I found out I had cancer and needed a total hysterectomy.

My husband and I have been together for 15 years, and we were planning to have more children. We are so grateful for our two wonderful children, but we were hoping for more – which is not going to happen now.

Although they caught the cancer early, I still have medical issues, taking time away from my family, my friends and my job.

Worse, every time the doctor calls, I hold my breath until I get the results. Cancer is always in the back of my mind.

I will protect my son and daughter by getting them both the HPV vaccine as soon as they turn 11. I tell everyone to get the HPV vaccine series to protect them from cancer.

For more information about vaccines recommended for preteens, visit: www.cdc.gov/vaccines/who/teens/for-parents.html

Sample Facebook Posts

Use these sample Facebook posts as they are—or as a starting point to customize and localize your own posts. These messages are ideally 250 characters or less to allow the entire post to be viewed in the newsfeed. Check the Web Links and Resources section on page 34 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at:

www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf.

For Parents

Preteens and teens need four vaccines to be protected against serious diseases like the flu and cancers caused by HPV. Make an appointment to make sure your children get all the vaccines they need before they go back to school. #NIAM17

It's back-to-school time again. Are your preteens protected from cancers caused by HPV? http://go.usa.gov/chHcy #NIAM17

Has your preteen received the #HPV vaccine? Make an appointment with your child's health care professional today to protect your preteen today from HPV cancers tomorrow. http://go.usa.gov/chHSA #CancerPrevention #NIAM17

Don't miss out on the chance to protect your kids from cancer. HPV vaccine is recommended at ages 11-12 to protect against cancers and other diseases caused by HPV. Make an appointment for your preteen to get the vaccines recommended for them before they go back to school. #NIAM17

While your preteens and teens are thinking about all the fun things they did this summer, you are probably thinking about keeping them healthy and safe for the upcoming school year. HPV vaccination is recommended at ages 11-12 to protect against cancer-causing HPV infections. Is HPV vaccination on your back-to-school checklist? http://go.usa.gov/chHS9 #NIAM17

For Health Care Professionals

Need help addressing parents' questions about HPV vaccine? Check out CDC's Tips and Time-savers to assist you in communicating about HPV vaccine with parents: http://go.usa.gov/chsz8 #NIAM17

Why give HPV vaccine at age 11-12? Get ready-to-use tools and resources for your practice to successfully communicate with parents about HPV vaccination. Visit http://go.usa.gov/chHgU #NIAM17

Do you need vaccine materials in Spanish for your patients? CDC has resources in Spanish to help you communicate about adolescent vaccines: http://go.usa.gov/chsuv #NIAM17

During your back-to-school appointments, make sure all preteen patients get Tdap, meningococcal conjugate, and HPV vaccines. Here are resources to help educate parents: http://go.usa.gov/chHgU #NIAM17

When it comes to vaccines, doctors and other health care professionals are a parent's most trusted resource. Find all the materials you need to have a successful vaccination conversation on CDC's website: http://go.usa.gov/chsuZ #NIAM17

Preventing cancer is easier than ever before. Two doses of HPV vaccine protects preteens from cancers caused by HPV infections. https://www.cdc.gov/hpv/hcp/2-dose/index2.html #NIAM17

Preteens need 2 HPV shots to prevent HPV cancers. Find information to help answer parents' questions and improve HPV vaccination rates in your practice. https://www.cdc.gov/hpv/hcp/2-dose/index2.html #NIAM17

Do your patients need two or three HPV shots? Find a 2-dose decision tree & other resources to make preventing cancer easier. https://www.cdc.gov/hpv/hcp/2-dose/index2.html #NIAM17

Sample Tweets

Use these sample tweets as they are—or as a starting point to customize and localize your own tweets. Check the <u>Web Links and Resources</u> section on page 34 for more ideas of links you can use to illustrate or enliven your social media messages. CDC's Guide to Writing for Social Media is a great online resource at: <u>www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf</u>.

For Parents

Beat the rush. Get your preteens and teens back-to-school vaccines now: http://go.usa.gov/chHcS #NIAM17

Don't let your kids miss out on activities & fun. Learn how to help protect them from serious diseases before school starts: http://go.usa.gov/chHcS #NIAM17

Is HPV vaccination on your back-to-school checklist? Learn more: http://go.usa.gov/chHcy #NIAM17

If there were a vaccine for cancer, would you get it for your kids? #PreventCancer #HPVVaccine: http://go.usa.gov/chH3v #NIAM17

There are 4 vaccines preteens and teens need to prevent serious diseases. Are your kids protected? #NIAM17

Is your teen protected against meningococcal meningitis? Teens need a booster shot at 16: http://go.usa.gov/chst6 #NIAM17

HPV vaccine is cancer prevention. Protect your kids today: http://go.usa.gov/chH3v #NIAM17

Need info on back-to-school shots? Talk to your health care provider or visit your state health department website. #NIAM17

Checking off your to-do list before the kids head back to school? Remember to get everyone in your family the vaccines they need. #NIAM17

#DYK Preventing cancer is easier now than ever before? Preteens need two HPV shots at 11-12 years to protect against HPV cancers. #NIAM17

HPV vaccination provides safe, effective, & long-lasting protection against HPV cancers. Are your kids protected? #NIAM17

For Health Care Professionals

Need help addressing parents' questions about HPV vaccine? Check out CDC's Tips and Time-savers: http://go.usa.gov/chsz8 #NIAM17

The school year is almost here! Make sure your preteen patients are up to date on all their recommended vaccines. #NIAM17

Have the CDC's childhood immunization schedule at your fingertips. Visit http://go.usa.gov/chsuM#NIAM17

Do you need vaccine materials in Spanish for your patients? CDC has tools to help: http://go.usa.gov/chsuv #NIAM17

Help parents understand vaccine benefits and risks: http://go.usa.gov/chsuZ #NIAM17

Need help talking with parents about HPV vaccine? Here's tools to help: http://go.usa.gov/chsz7 #NIAM17

Are you leading the conversation about the importance of HPV vaccination? Learn more: http://go.usa.gov/chHap #NIAM17

Preventing cancer is easier than ever before. 2doses of #HPV vaccine protects preteens from cancers caused by HPV. https://www.cdc.gov/hpv/hcp/2-dose/index2.html

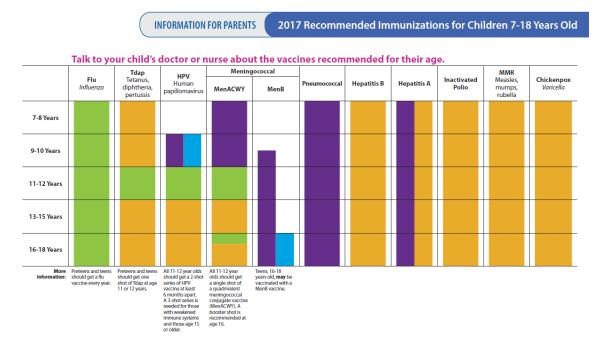
Preteens need 2 HPV shots to prevent HPV cancers. Find info to help answer parents' questions & improve your rates. https://www.cdc.gov/hpv/hcp/2-dose/index2.html

Do your patients need 2 or 3 #HPV shots? See 2-dose decision tree & other resources to make preventing cancer easier. https://www.cdc.gov/hpv/hcp/2-dose/index2.html

Immunization Schedule

Check the easy-to-read adolescent immunization schedule for all the recommended vaccines:

https://www.cdc.gov/vaccines/who/teens/downloads/parent-version-schedule-7-18yrs.pdf



Web Links & Resources

For Parents

CDC: Preteens Need Vaccines Too

www.cdc.gov/Features/PreteenVaccines/

CDC: School Starts Soon – Is Your Child Fully Vaccinated?

www.cdc.gov/features/catchupimmunizations

CDC: Preteen and Teen Vaccines

www.cdc.gov/vaccines/teens

CDC: Human Papilloma Virus

www.cdc.gov/hpv

CDC: Flu Information for Parents

http://www.cdc.gov/flu/parents/index.htm

CDC: Easy-to-Read Immunization Schedule Age 7-18 – English & Spanish

www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html

CDC: 2017 Immunization Schedules for Children, Adolescents and Adults Display on your website: www.cdc.gov/vaccines/schedules/syndicate.html

CDC: Preteens and Teens Still Need Vaccines www.cdc.gov/vaccines/who/teens/index.html

CDC: Adolescent Vaccine Ready-to-Publish (Matte) Articles

www.cdc.gov/vaccines/who/teens/products/matte.html

CDC: Vaccines Help Protect Travelers of All Ages

www.cdc.gov/Features/TravelProtection/

World Health Organization: What are some of the myths – and facts about

vaccination?

www.who.int/features/ga/84/en/

Children's Hospital of Philadelphia (CHOP): Vaccine Education Center

www.chop.edu/service/vaccine-education-center/home.html

American Academy of Pediatrics: Immunization Website

NIAM TOOLKIT: Preteens and Teens

www2.aap.org/immunization/index.html

National Foundation for Infectious Diseases: Adolescent Vaccination Website www.adolescentvaccination.org

For Advocates and Educators

CDC: Preteen and Teen Vaccines www.cdc.gov/vaccines/teens

CDC: Vaccines and Immunizations: For Health Care Professionals/Providers www.cdc.gov/vaccines/hcp.htm

National Association of County & City Health Officials: Toolbox: Online collection of local public health tools naccho.org/toolbox/

Children's Hospital of Philadelphia (CHOP): Professional and Parent Groups Listing

<u>www.chop.edu/service/vaccine-education-center/related-information/professional-and-parent-groups.html</u>

President's Cancer Panel Report

deainfo.nci.nih.gov/advisory/pcp/annualReports/HPV/PDF/PCP_Annual_Report_2012-2013.pdf

For Healthcare Professionals

CDC: HPV Vaccine Resources for Health Care Professionals www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html

CDC: HPV Portal www.cdc.gov/hpv

Immunization Action Coalition: Ask the Experts: Answers to challenging and timely questions about vaccines and their administration www.immunize.org/askexperts/

ACOG: Immunization Toolkit www.immunizationforwomen.org

National Foundation for Infectious Diseases: Adolescent Vaccination Website www.adolescentvaccination.org

Print Materials, Ready-to-Publish Articles, PSAs

CDC: Preteen and Teen Vaccines Website

www.cdc.gov/vaccines/teens

CDC: Print Materials

www.cdc.gov/vaccines/who/teens/products/print-materials.html



- Posters
- Print ads
- Flyers
- Fact sheets

CDC: Meningococcal Disease Fact Sheets

https://www.cdc.gov/meningococcal/pubs-tools/multimedia.html#materials

CDC: 2-Dose Vaccination Tree

https://www.cdc.gov/hpv/downloads/hpv-2-dose-decision-tree.pdf



CDC: Top 10 ways to improve HPV vaccination rates in your practice https://www.cdc.gov/hpv/downloads/Top10-improving-practice.pdf



CDC:Tips and Timesavers for talking with parents about HPV Vaccine https://www.cdc.gov/hpv/hcp/for-hcp-tipsheet-hpv.pdf



CDC: Ready-to-Publish (Matte) Articles

http://www.cdc.gov/vaccines/who/teens/products/matte.html

CDC: Radio PSAs, TV PSAs, videos

www.cdc.gov/vaccines/events/niiw/web-etools.html?tab=2#TabbedPanels1

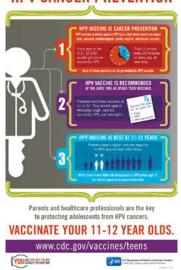


Infographics

CDC: HPV Cancer Prevention

<u>www.cdc.gov/vaccines/who/teens/products/downloads/print-materials/hpv-cancer-prevention-11x17-p.pdf</u>

HPV CANCER PREVENTION



CDC: Three Things Parents Should Know about Preventing Cancer http://www.cdc.gov/hpv/infographics/3-things-parents.html

